**Mall and Gender Extra Credit Assignment**

**Due: Monday, December 10**

The purpose of this assignment is for you to research and reflect on products and advertising in relation to gender socialization.

*\*Note: You must provide evidence that you were at the mall: either take a picture of yourself on a camera phone, get a receipt for something purchased, etc. and include that evidence with your assignment.*

1. Complete five of the first six tasks listed. You must also complete tasks seven and eight.
2. After recording your observations, type up your results, including the name of the mall and its location. You do not need to retype the questions; rather, list “Task One #1,” then your answer (in complete sentences), etc.
3. Keep a low profile. Try to make your observations without being obvious. For example, wait until you are outside of the store before you record your observations.
4. Accuracy is very important, so be sure to record your findings for each store before moving on to the next one.
5. Taking pictures of some of the examples will enhance your product, although it is not required.

TASK ONE: At a **toy store**, note the following:

1. Look at the dolls. Do they appear to be marketed primarily to girls or boys? Explain.
2. Look at the various types of guns. Do they appear to be marketed primarily to boys or girls? Explain.
3. What color packaging is used (primarily) for the dolls? Do you notice any patterns in the packaging for other types toys?
4. What personality characteristics are promoted by the dolls? How about the guns?
5. For what roles are these toys teaching/training boys and girls?

TASK TWO: At a **video arcade**, note the following:

1. What types of things are the characters in the games doing?
2. Are the characters predominantly male or female? How are males and females depicted differently?
3. Count the number of male and female customers in the store. Male: Female:

TASK THREE: At a **music store,** note the following:

1. Take 5 minutes to look at the CD/album covers. In general, how are men and women portrayed? Provide some specific examples.
2. What types of music are women most likely to perform?

TASK FOUR: At the **Food Court:**

1.Note the number of females/males who are…

1. workers at the front counter of the restaurants, or
2. managers (NOTE: if you see someone who is working the front counter but obviously a manager categorize him/her as a manager). Fill in the table below with your observations.

|  |  |  |
| --- | --- | --- |
|  | Males | Females |
| Front Counter |  |  |
| Managers |  |  |

TASK FIVE: From the **map of the mall**, compare the number of men's and women's apparel stores.

 Women’s: Men's: Both:

 TASK SIX: At the **card and gift** store, note the following:

1. Look at the two sections of the card section, "The Birthday Boy" and "The Birthday Girl." What color are the girls' cards? What about the boys' cards?
2. What are the girls portrayed in the cards doing? What are the boys portrayed in the cards doing?
3. Look for giftwrap intended for boys versus girls. What different patterns and colors do you notice for each?
4. Look through several birthday cards for Mom and compare them to birthday cards for Dad. What are the main differences? Give at least one specific example of each.

TASK SEVEN: Based on your observations, what stores in the mall do you think are the least affected by gender? Explain in three or four sentences.

TASK EIGHT: In three or four sentences, describe what have you learned from this exercise. Has your perspective on marketing and/or gender socialization changed at all, or were your previous ideas reinforced?